

SUMMARY NOTES

1. **Call to Order/Roll Call**

- Meeting called to order by Chairperson Tomalinas.
- Chairperson Tomalinas, Commissioner Villarreal, and Commissioner Punches are present.

2. **Public Comment**

There are no public comments.

3. **Approve Summary Notes**

Chairperson Tomalinas, Commissioner Punches, and Commissioner Villarreal unanimously approved May 16, 2002 summary notes as submitted.

4. **Present Draft Work Plan for the *Kits for New Parents***

- Jolene Smith introduces Julie Grisham, consultant, who is on contract with CFFC to develop the local distribution plan to the *Kits for New Parents*.
- Julie Grisham states that the goal of the work plan is to distribute 54,000 “*Kits for New Parents*” to the target population of pregnant women/partners, and parents of infants and toddlers in an effective, efficient and culturally sensitive manner, which will involve training a large number of providers and staff.
- The Committee approved the Draft Plan with changes to include a time line for each goal and objectives.
- The Committee voted to approve up to \$18,000 be allocated to purchase CPR and Heimlich Maneuver “Pocketpals” for Infants and Children Age 1 to 8 in Spanish and English and a local resource guide/brochure and referred the matter to the Personnel and Finance Committee.

- **Staff Referral:** The Committee requested CFFC staff research and report back on the following to the Committee next month:
 - ❑ Cost of customizing Kits
 - ❑ Issues relating to libraries, and special needs issue for children and their families
 - ❑ Information from Diversity Committee meeting regarding DVDs in Vietnamese, Spanish, and other languages

5. Brain Wise Presentation

- Jolene Smith introduces the Health Trust Brain Wise Initiative, a training for parents and caregivers. The Brain Wise training will target 250 parents and professionals from Franklin-McKinley, San Jose Unified, and Gilroy Unified School District. Funds for this training are included in the Center for Learning Achievement contract.
- Peggy Gibbs, Director of Development for the Health Trust, and Karen Grites, Integrated Director for the Children's Health Council, provided an overview of the Brain Wise training.

6. Discuss Unsolicited Request Submitted by Public Health Department Research, Planning and Evaluation Division

- Jolene Smith informs the Committee of an Unsolicited Request application for funding from Aimee Reedy, a doctoral student, in the amount of \$14,300. The funds would be used for a research project to generate further knowledge about the precursors to early literacy development and the role Latina mothers play in the promotion of their young children's emergent literacy skills.
- **STAFF REFERRAL:** The Committee requests CFFC staff report back to the Committee in July on the following:
 - ❑ If research is funded, how will this benefit the Commission?
 - ❑ Is this project used to get Aimee Reedy her doctorate degree?
 - ❑ Provide statistical analysis
 - ❑ Document population to be served in this project

7. Discuss Unsolicited Request Submitted by Teen Challenge International

- Michele Badal, Teen Challenge representative, introduces herself to the Committee and states that Teen Challenge Eastbay/Southbay is a non-profit,

one-year residential program that helps men, women, teenagers, children and families with life-controlling problems. She further states that her agency is requesting funding for playground equipment for the children who live at the center. The funding amount requested is \$15,000.

- Commissioner Villarreal expressed concern that the application does not specify the ages of the children; Michele Badal states that currently there are twelve children under the age of 5 living at the center.
- On the consensus of the Committee, the request for funding is approved with the following stipulations: **(Staff Referral)**
 - ❑ Teen Challenge will submit a certified letter that specifically states the playground equipment will be for the children 5 years old and under, and that it will be accessible for special needs children.
 - ❑ Teen Challenge will provide a letter from manufacturer stating that the playground equipment is ADA compliant.

8. Report on Communications Plan

- Jolene Smith provides the Committee with a revised Communications Plan that encompasses two strategies: to target the major media outlets and to focus on the utilization of local media in the communities and neighborhoods.
- She states that this revised Communications Plan incorporates the core messages and principles.
- **Staff Referral:** The Committee requests CFFC staff to include the following suggestions in the Communications Plan:
 - ❑ Add local media such as TeleMundo, KSBW8, Univision to the list
 - ❑ Link website with this plan
 - ❑ Indicate the contact person (CFFC staff) for each launch
 - ❑ Contact additional Community Based Organization (CBO), County Office of Education, hospitals, Junior Leagues, etc..

9. Report on the Healthy Kids Program

- Jolene Smith presents the proposal from the Santa Clara Family Health Plan requesting an additional \$1.0 million dollar of funding to supplement the \$2.0 million already granted by the CFFC to the Healthy Kids program.
- Commissioner Panches recommends that this be referred to the Personnel and Finance Committee.

10. Discuss Date of the Next Program Development & Communications Committee Meeting

- The Committee rescheduled the next Program Development and Communications Committee meeting to Tuesday, July 23, 2002 due to scheduling conflicts.

11. Announcements

- For future meetings, Commissioner Panches suggests the agenda items that need action taken be addressed first, followed by the “Information Only” agenda items.
- On Committee consensus, it is ordered that future Program Development and Communications Committee meetings be extend an additional half-hour.

12. Adjourn

Meeting adjourns to the next regular meeting on Tuesday, July 23, 2002 from 12:00 to 1:30 p.m.